

Parks
Make
Life
Better!®

FRIENDS OF FRANKLIN PARKS

FRANKLIN PARKS & RECREATION
EVENT SPONSORS

CONCERT SERIES

AT THE DRIVEHUBLER.COM AMPHITHEATER
FRANKLIN PARKS & RECREATION
SPONSOR OPPORTUNITIES

SPONSOR LEVELS

Exclusive recognition as title sponsor in all print, digital and in-person marketing

On-site marketing/booth presence at event

Recognition during pre-show messages

Increased recognition on all social media (Facebook, Twitter, & Instagram), also mass e-mails

Recognition on Franklin Parks & Recreation website (company website link featured)

Company logo will be displayed at amphitheater May - Dec (Deadline Feb 2022)

Banner will be displayed at front of stage of amphitheater (company provides) max 10x4

Recognition on event poster

	TITLE SPONSOR \$10,000 (1)	GOLD SPONSOR \$5,000 (2)	SILVER SPONSOR \$2,500 (3)	BRONZE SPONSOR \$1,000 (4)	BOOTH SPONSOR \$500 GRAND OPENING PLUS 2 CONCERTS 5 BOOTHS PER CONCERT	FRIENDLY SPONSOR \$100 (UNLIMITED)
Exclusive recognition as title sponsor in all print, digital and in-person marketing	●					
On-site marketing/booth presence at event	●	●			●	
Recognition during pre-show messages	●					
Increased recognition on all social media (Facebook, Twitter, & Instagram), also mass e-mails	●	●	●	●		
Recognition on Franklin Parks & Recreation website (company website link featured)	●	●	●			
Company logo will be displayed at amphitheater May - Dec (Deadline Feb 2022)	●	●	●			
Banner will be displayed at front of stage of amphitheater (company provides) max 10x4	●	●				
Recognition on event poster	●	●	●	●		●

Concert Series

Our concert series will consist of 9 concerts in 2022 at the new DriveHubler.com Amphitheater at Youngs Creek Park. All concerts will be free! These events will bring in 35,000+ people to downtown Franklin.

May 20, 2022 Clayton Anderson (Concert Sponsor for Grand Opening Celebration)
May 21, 2022 Parrots of the Caribbean (Concert Sponsor for Festival Country Luau)
June 11, 2022 45RPM (Concert Sponsor for Cruisin the Amp)
June 17, 2022 Hairbangers Ball
July 3, 2022 Blue River Band (Concert Sponsor for Firecracker Festival)

July 29, 2022 7 Bridges - The Ultimate Eagles Experience
August 12, 2022 My Yellow Rickshaw
September 10, 2022 Boy Band Review
September 24, 2022 Sounds of Summer (Concert Sponsor for Fall Festival)

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EASTER EGG HUNT

APRIL 9, 2022

FRANKLIN PARKS & RECREATION SPONSOR OPPORTUNITIES

SPONSOR LEVELS

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Recognition during pre-show messages

Increased recognition on all social media
(Facebook, Twitter, & Instagram), also mass e-mails

Recognition on Franklin Parks &
Recreation website (co website link featured)

Recognition on event poster

Marketing materials/coupons in eggs

TITLE SPONSOR
\$500

GOLD SPONSOR
\$300

SILVER SPONSOR
\$200

FRIENDLY SPONSOR
\$50

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Easter Egg Hunt

The Easter Egg Hunt is a tradition at Franklin Parks & Recreation. Each year it is held in Province Park by the Sunset Shelter. We expect approximately 800 people at this event.

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CRUISIN' THE AMP

JUNE 11, 2022

FRANKLIN PARKS & RECREATION SPONSOR OPPORTUNITIES

SPONSOR LEVELS

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On-site marketing/booth presence at event

Recognition during pre-show messages

Increased recognition on all social media
(Facebook, Twitter, & Instagram), also mass e-mails

Recognition on Franklin Parks &
Recreation website (company website link featured)

Company logo will be displayed at
amphitheater May - December (Deadline Feb 2022)

Banner will be displayed at front of stage of
amphitheater (company provides) max 10x4

Recognition on event poster

TITLE SPONSOR
\$5,000 (1)

GOLD SPONSOR
\$2,500 (2)

SILVER SPONSOR
\$1,000 (3)

BRONZE SPONSOR
\$500 (4)

FRIENDLY SPONSOR
\$250 (UNLIMITED)

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Cruisin' the Amp

Cruisin' the Amp is a new event this year! We will have a free classic car cruise-in at the new DriveHubler.com Amphitheater at Youngs Creek Park. Expect food trucks, classic cars, live music and lots of fun!

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NORMAN P. BLANKENSHIP JR. FIRECRACKER FESTIVAL

JULY 3, 2022

FRANKLIN PARKS & RECREATION SPONSOR OPPORTUNITIES

SPONSOR LEVELS

	TITLE SPONSOR \$5,000 (1)	GOLD SPONSOR \$2,500 (2)	SILVER SPONSOR \$1,000 (3)	BRONZE SPONSOR \$500 (4)	FRIENDLY SPONSOR \$250 (UNLIMITED)
Exclusive recognition as title sponsor in all print, digital and in-person marketing	●				
On-site marketing/booth presence at event	●	●			
Recognition during pre-show messages	●				
Increased recognition on all social media (Facebook, Twitter, & Instagram), also mass e-mails	●	●	●	●	
Recognition on Franklin Parks & Recreation website (company website link featured)	●	●	●		
Company logo will be displayed at amphitheater May - December (Deadline Feb 2022)	●	●	●		
Banner will be displayed at front of stage of amphitheater (company provides) max 10x4	●	●	●		
Recognition on event poster	●	●	●	●	●

Franklin Firecracker Festival

Our biggest festival of the year is the Franklin Firecracker Festival, bringing in approximately 10,000 people to downtown Franklin. Kicking off at 10am in the morning, we have food trucks all day, as well as a live concert at night. A very popular activity at this festival is the Fastest Kid in Town Race where kids race to see if they are the fastest kid in town! Then, we close the evening with fireworks at 10pm.

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FALL FESTIVAL

SEPTEMBER 24, 2022

FRANKLIN PARKS & RECREATION

SPONSOR OPPORTUNITIES

SPONSOR LEVELS

- Exclusive recognition as title sponsor in all print, digital and in-person marketing
- On-site marketing/booth presence at event
- Recognition during pre-show messages
- Increased recognition on all social media (*Facebook, Twitter, & Instagram*), also mass e-mails
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Company logo will be displayed at amphitheater May - December (*Deadline Feb 2022*)
- Banner will be displayed at front of stage of amphitheater (*company provides*) max 10x4
- Recognition on event poster

TITLE SPONSOR \$5,000 (1)	GOLD SPONSOR \$2,500 (2)	SILVER SPONSOR \$1,000 (3)	BRONZE SPONSOR \$500 (4)	FRIENDLY SPONSOR \$250 (UNLIMITED)
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Franklin Fall Festival

The Franklin Fall Festival is a staple in the Franklin community. Expecting approximately 5,000 visitors each year, the Fall Festival has something for everyone! We have craft vendors, food trucks, live music, entertainment all day, and fireworks at the new DriveHubler.com Amphitheater at Youngs Creek Park.

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HALLOWEEN TOWN AND HALLOWEEN HUSTLE 5K OCTOBER 22, 2022

FRANKLIN PARKS & RECREATION SPONSOR OPPORTUNITIES

SPONSOR LEVELS

Exclusive recognition as title sponsor in all print, digital and in-person marketing

On-site marketing/booth presence at event

Recognition during pre-show messages

Increased recognition on all social media
(Facebook, Twitter, & Instagram), also mass e-mails

Recognition on Franklin Parks &
Recreation website (company website link featured)

Company logo will be displayed at
amphitheater May - December (Deadline Feb 2022)

Banner will be displayed at front of stage of
amphitheater (company provides) max 10x4

Recognition on event poster

Logo on 5K run t-shirt

TITLE SPONSOR
\$3,000 (1)

GOLD SPONSOR
\$1,500 (2)

SILVER SPONSOR
\$1000 (3)

BRONZE SPONSOR
\$500 (4)

FRIENDLY SPONSOR
\$250 (UNLIMITED)

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Halloween Town & Halloween Hustle 5K Run/Walk

Halloween Town takes place in downtown Franklin featuring the very popular Trick Your Trunk event. Other activities include Trick-the-Town (trick-or-treating at downtown business), and our Halloween Hustle 5K race starting at the Cultural Arts & Recreation Center. This event is very popular usually bringing in approximately 3,000 visitors.

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FAMILY MOVIE NIGHTS

FRANKLIN PARKS & RECREATION SPONSOR OPPORTUNITIES

SPONSOR LEVELS

Exclusive recognition as title sponsor in all print, digital and in-person marketing

On-site marketing/booth presence at event

Recognition during pre-show messages

Increased recognition on all social media
(Facebook, Twitter, & Instagram), also mass e-mails

Recognition on Franklin Parks &
Recreation website (Logo with website link featured)

Company logo will be displayed at amp
May - December (Deadline Feb 2022)

Banner will be displayed at front of movie
screen (Company provides) Max 6x4

Recognition on event poster

TITLE SPONSOR \$4,000 (1)	GOLD SPONSOR \$1,500 (2)	SILVER SPONSOR \$750 (3)	FRIENDLY SPONSOR \$250 (UNLIMITED)
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Family Movie Nights

The parks department will hold four different family movie nights, all at the new DriveHubler.com Amphitheater in Youngs Creek Park except one which will be at the Franklin Family Aquatic Center. These events will be free! We expect approximately 4,000 people.

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THANKS FOR BEING A FRIEND OF FRANKLIN PARKS

IF YOU ARE INTERESTED IN
SPONSORING AN EVENT, PLEASE
CONTACT HOLLY JOHNSTON
AT (317) 346-1198 OR
HJOHNSTON@FRANKLIN.IN.GOV.

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Franklin Parks & Recreation

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FranklinParksIN



FranklinParksIN